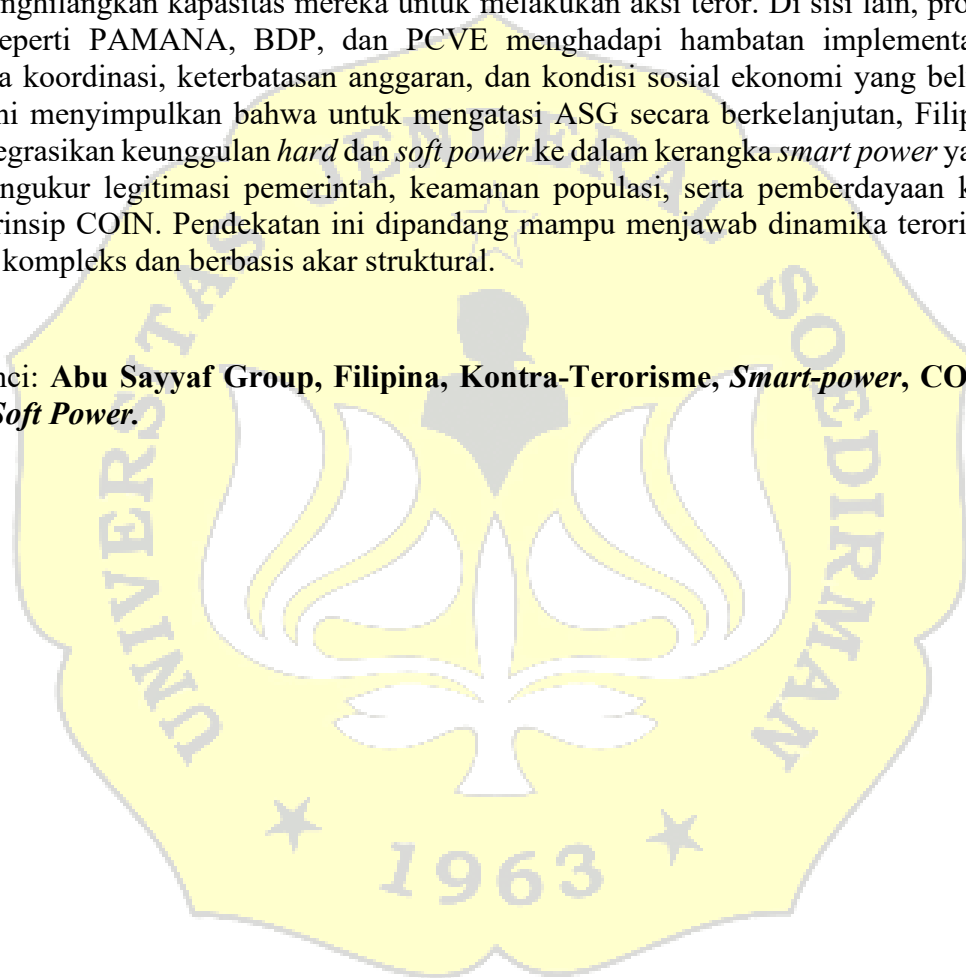


ABSTRAK

Konflik berkepanjangan antara Pemerintah Filipina dan Abu Sayyaf Group (ASG) menunjukkan bahwa pendekatan kontra-terorisme tradisional belum mampu menuntaskan akar permasalahan kekerasan di Mindanao. Penelitian ini menganalisis strategi kontra-terorisme Filipina pada periode 2020–2024, dengan fokus evaluasi efektivitas *hard power* dan *soft power*, serta urgensi penerapan *smart power* yang diukur melalui indikator *Counterinsurgency* (COIN). Data dikumpulkan melalui studi pustaka, analisis laporan resmi pemerintah Filipina, dokumen lembaga internasional, serta penelitian akademik terkait ASG. Temuan menunjukkan bahwa operasi militer dan keamanan berhasil melemahkan struktur komando ASG, namun tidak menghilangkan kapasitas mereka untuk melakukan aksi teror. Di sisi lain, program *soft power* seperti PAMANA, BDP, dan PCVE menghadapi hambatan implementasi akibat lemahnya koordinasi, keterbatasan anggaran, dan kondisi sosial ekonomi yang belum pulih. Kajian ini menyimpulkan bahwa untuk mengatasi ASG secara berkelanjutan, Filipina perlu mengintegrasikan keunggulan *hard* dan *soft power* ke dalam kerangka *smart power* yang secara jelas mengukur legitimasi pemerintah, keamanan populasi, serta pemberdayaan komunitas sesuai prinsip COIN. Pendekatan ini dipandang mampu menjawab dinamika terorisme yang semakin kompleks dan berbasis akar struktural.

Kata kunci: **Abu Sayyaf Group, Filipina, Kontra-Terrorisme, Smart-power, COIN, Hard Power, Soft Power.**



ABSTRACT

The protracted conflict between the Philippine government and the Abu Sayyaf Group (ASG) demonstrates that traditional counterterrorism approaches have not been sufficient to eliminate the root causes of violence in Mindanao. This study analyzes the Philippines' counterterrorism strategy from 2020 to 2024 by evaluating the effectiveness of hard and soft power measures and assessing the necessity of adopting a smart power framework guided by Counterinsurgency (COIN) indicators. The research draws on extensive literature review, official government reports, international institutional publications, and academic studies on ASG. Findings reveal that hard power operations have weakened ASG's leadership structure but have not eradicated its operational capacity or influence. Meanwhile, soft power initiatives such as PAMANA, the Barangay Development Program (BDP), and community-based PCVE efforts face significant implementation challenges, including limited funding, bureaucratic fragmentation, and persistent socioeconomic disparities. The study concludes that a sustainable resolution to the ASG threat requires the Philippines to integrate hard and soft power into a coherent smart power strategy that emphasizes government legitimacy, population security, and community empowerment in line with COIN principles. This integrated approach is argued to be more responsive to the complex and evolving nature of terrorism in the southern Philippines.

Keywords: Abu Sayyaf Group, Philippines, Counterterrorism, Smart Power, COIN, Hard Power, Soft Power.

